



# The Lunch & Learn

**STUDIO**  
**GILMORE**  
THE HUMOUR  
CONSULTANCY

**Your chance to learn how  
humour works, and how you can  
make it work for your brand.**



'The best Lunch & Learn I've ever sat through. In fact, I was so busy learning I forgot about lunching.'

— **Lucía Aranguren,**  
**Head of Visuals, Papier**

# Introduction

Before telling you about the Lunch & Learn itself, I'd like to show you why looking into humour will help you, your brand and your marketing.

You're busy, so it's short and to-the-point.



**Two facts  
about humour.**



**Humour makes people  
more likely to  
buy what you sell.**



# How do we know this?



Meet Martin Eisend. He's a German marketing professor.

In 2009 he published a vast meta-analysis of 39 papers, written by 57 academics, all looking at how humour works in marketing\*. Combined, all 57 academics found that using humour generates:

- More positive attitudes towards the ad
- More positive attitudes towards the brand
- An increased likelihood to buy

7 \* Eisend, Martin: 'A Meta-Analysis of Humor in Advertising', *Journal of the Academy of Marketing Science*, June 2009.

# The brand proof: 1



When Snickers launched their funny *You're Not You When You're Hungry* campaign, global sales increased by 15.9%.

And that was just in the first year\*.



## The brand proof: 2

*The Economist's* famously witty White-out-of-Red campaign ran from 1988 to 2001.

In that time, the magazine's circulation went up 65% while subscriptions rose 95%. This was despite an overall market decline of 20%\*.

“I never read  
The Economist.”

Management trainee. Aged 42.

## ...And this applies to B2B brands, not just B2C.

Volvo Trucks advertised their new FMX truck with humorous advertising.

In two months, they sold the same number of trucks they forecast they'd sell in six months.




**Humorous messaging  
appeals to your  
customers more than any  
other messaging type.**



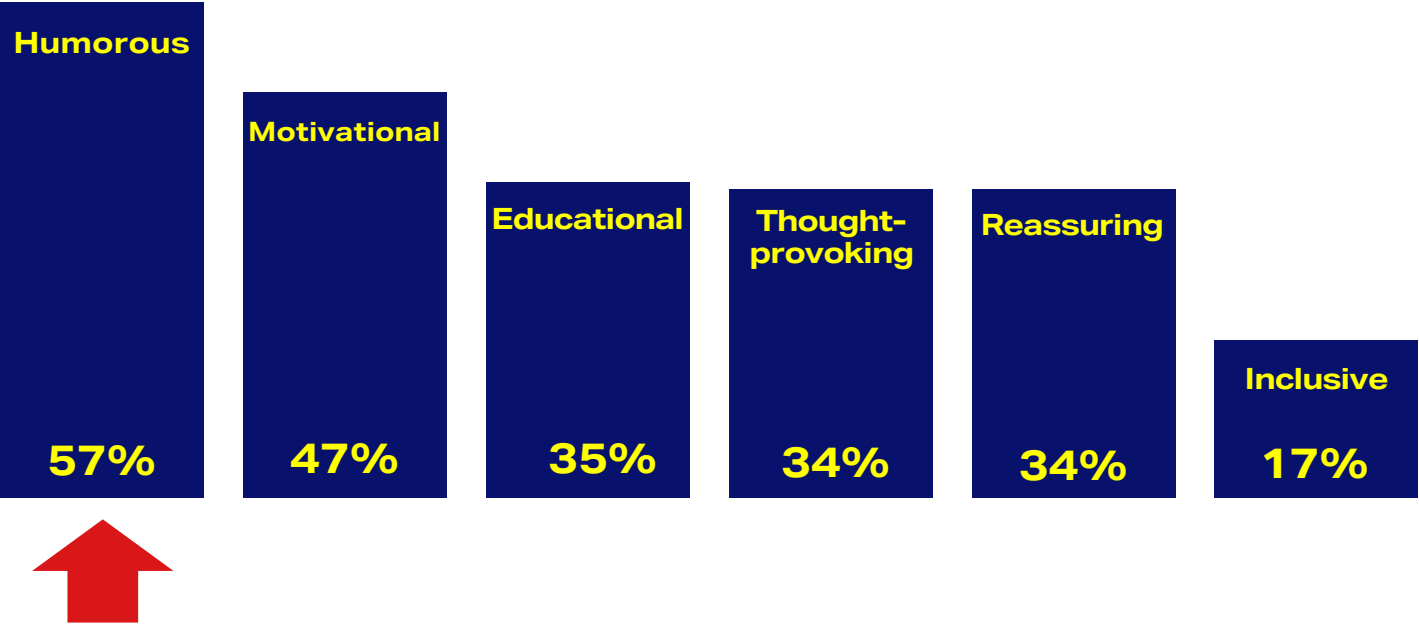
# How do we know this?

A recent survey\* asked 2,000 people, shopping across dozens of categories, one simple question:



**Which types of  
brand messages  
appeal to you most  
at the moment?**

# The results?



**So, what does this all  
add up to?**



**You might like to think of humour as a tool.**

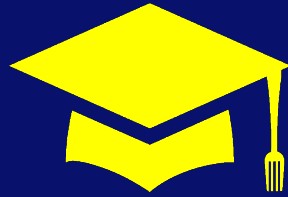
**But like any tool, it helps if you know how to use it wisely.**







**And this, in short, is what I do.**



# The Lunch & Learn

# Lunch & Learn

The aim of the Lunch & Learn is to explain how humour works in advertising and, critically, to suggest how you can make it work for you.

I solemnly swear:

- **To include amusing ads (such as this one), so you can see what I'm talking about and why it's important**
- **To explain anything again, if it's unclear**
- **To stay until you've run out of questions: 30 minutes or 3 hours, it's fine**

Your menu is on the following three pages.



McDonald's, 2018

**STUDIO  
GILMORE**

# LUNCH MENU

## *Apéritif*

### **What do we actually mean by humour?**

What is humour? • What is humour in advertising? • Is humour the same thing as comedy?

## *Starter*

### **Why use humour?**

...From a brand's point of view? • ...From an audience's point of view? •

...From a neuroscientific point of view?

*Cont.'d*

# LUNCH MENU

## *Main Course*

### **How does humour work in ads?**

The two core theories • The 95%-to-5% rule • The three humour mechanisms

## *Dessert*

### **How can we use humour without messing up?**

Prior brand evaluation • Intentional relatedness • Thematic relatedness

## *Coffee*

### **What should we remember from today?**

Lesson one • Lesson two • A story about drinking a beer in a pub

*Cont.'d*

# AFTER LUNCH MENU

*...To aid your Digestion*

There's nothing worse than training that leaves no long-term, tangible benefit. That's why every attendee of my lunch & learns receives a PDF shortly afterwards, recapping the main points of the training. This can be tailored to the needs of your brand, audience or product line.



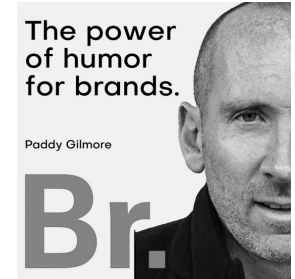
# **Clients & Testimonials**

## Clients who I've helped with humour





## Podcast Interviews



## Written interviews

The Subtext

The Word  
Stories worth sharing.

FOUNDED IN 1972  
Winnipeg Free Press



Salmon Theory

# Flattery will get you everywhere



'We all love humour, but it's a difficult concept because it has so many facets. Paddy gave us a clear understanding of humour's "chemical formulas", demonstrating how humour can help towards our long-term brand-building goals at Tele2. His work will prove invaluable.'

**Ilze Zukova,  
Brand Manager, Tele2 Latvia**

# Flattery will get you everywhere

'Paddy's training in humour was an inspiration. I learnt the vital tools in learning how humour works and how to fully engage an audience – these skills have proved crucial in my career.'

**Deborah Rock,  
Executive Officer & Work Coach,  
Department for Work & Pensions**



# Flattery will get you everywhere



'As a Jewish New Yorker, I always thought I knew a thing or two about humor. Then I met Paddy Gilmore.'

**George Tannenbaum**  
**Former Executive Creative Director,**  
**Ogilvy & Mather & R/GA New York**

# Biography

Paddy Gilmore is the founder of Studio Gilmore, The Humour Consultancy. He helps brands become more profitable by advising them on how, when and where to use humour in their communications. Bringing 24 years' experience in advertising, and a Master's degree investigating humour, he has used his HumourScope® methodology with numerous brands including Epson, AIB, WPP and Harley-Davidson. Every Monday he makes thousands of people smile through his hit newsletter, *Brands & Humour*.



# Say hi



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